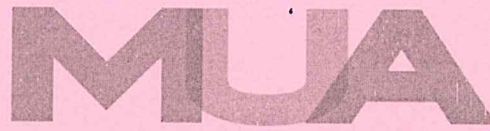


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POST GRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DOCTOR OF PHILOSOPHY IN MANAGEMENT AND LEADERSHIP

**DML 902: ADVANCED RESEARCH METHODOLOGY**

**DATE: 9<sup>TH</sup> APRIL 2016**

**DURATION: 3 HOURS**

**MAXIMUM MARKS: 60**

**INSTRUCTIONS:**

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **FOUR (4)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **TWO** questions.
6. Question **ONE** carries **30 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided**

## QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

### CASE: WHEN AND HOW TO REPLICATE RESEARCH

You are doing your PhD thesis. Because many companies have recently started to engage Corporate Social Responsibility (CSR) you are interested in if and how consumers award CSR with a more favorable attitude and/or behavior. You have seen a recent study from the US conducted by Hartmann et al. (2015) and would like to know if the consumers in Kenya are similar. Hartmann et al. have conducted an experiment with two groups to test the effect of companies' CSR activities on consumers' attitude and behavior. After the "treatment" the two groups of respondents filled out a questionnaire with a number of questions about their attitude and their behavior and some control variables. Hartmann's study was based on a representative sample (in terms of age, gender and employment situation) of 1000 US inhabitants.

You want to replicate this study in Kenya and you are first thinking about the sample. You are doing some part-time work in Uchumi Supermarkets. So you approach your line manager about using employees as a sample since they are all consumers at the same time and they should be experts when it comes to CSR activities, but the manager is reluctant to give permission. Nevertheless, you e-mail the experimental treatment and the questionnaire to some colleagues (using the work e-mail) and has succeeded in getting thirty questionnaires completed through this method. Since these answers only represent the first group of the experiment you feel that this has not given you a large enough sample, so you try approaching people sitting in coffee bars at lunch time and make a face-to-face interview with them to fill up the second group. You succeed in getting a further thirty-five questionnaires completed this way. Finally, you post your questionnaire on Facebook and encourage your friends to fill it. You have forty completed questionnaires through this source. So overall you have 105 usable questionnaires 51 in group one and 54 in group two. You then input the data to an Excel spreadsheet and later transfer it to SPSS.



Here are some of the answers you got. Moreover, you also thought that the initial questions from Hartmann et al. were too academic, so you revised them to make them shorter and easier to answer for the respondents. The number of responses as received to each answer are in brackets (N=105).

1. Do you think CSR is important?

Group 1:	Yes (51)	No (0)
Group 2:	Yes (49)	No (5)

2. Would you be willing to buy more products from companies that practice CSR?

Group 1:	Yes (38)	No (3)	Blank (10)
Group 2:	Yes (35)	No (15)	Blank (2)

3. For those respondents, which have answered yes to question 2: How much would you be willing to pay more?

Group 1:	Group 2:
1% more (28)	1% more (27)
2% more (3)	2% more (3)
3% more (2)	3% more (1)
5% more (0)	5% more (2)
10% more (2)	10% more (0)
Blank (3)	Blank (2)

You are pleased to have completed the data collection. However, when you had a talk with your supervisor he told you that your data collection was inadequate. Certainly if you wanted to compare your data to those in the US survey by Hartmann et al you would need to re-do your survey. Furthermore, you found that the answers you got, do not really give you a clear picture, everybody thinks that CSR is important, so companies should definitely do something about it, but you

were also surprised that so many respondents did not answer some of the questions. Showing your results to a colleague at Uchumi, the colleague said that she is not surprised about the results.

**Required:**

- a) Explain why you think your supervisor thought your data collection was inadequate. (5marks)
- b) What errors do you feel you made in identifying and accessing your sample? (5marks)
- c) Discuss some of the reasons why your supervisor said that you could not compare your data with those in the Hartmann et al. survey? (5marks)
- d) Discuss why you think some respondents did not answer some of the questions. (5marks)
- e) Explain how best the questions could have been improved. (5marks)
- f) Supported by three objectives, Design an appropriate title for your research project. (5marks)

**QUESTION TWO**

- a) A research problem is a statement about an area of concern, a condition to be improved, a difficulty to be eliminated, or a troubling question that exists in scholarly literature, in theory, or in practice that points to the need for meaningful understanding and deliberate investigation. Using a suitable example, explain the steps you would follow in the Formulation of Research Problem. (10 marks)
- b) Discuss at least five essentials of a good Questionnaire. (5marks)

**QUESTION THREE**



- a. A president of a company is concerned about the declining motivational level of his employees. Assume that there are 750 employees in the organization (including all top managers to lower managers) and president decided to select sample of 100 employees. As a researcher what type of sampling technique would you propose and why? (5 marks)
- b. Evaluate at least three primary methods researchers use in an attempt to improve response rates. (5 marks)
- c. Explain the requirements for applying chi - square test. (5 marks)

#### QUESTION FOUR

- (a) Giving examples, difference between Null and Alternate hypothesis. (5 marks)
- (b) Distinguish between the following:
- (i) Type I Error and Type II Error. (2 marks)
  - (ii) Nominal and Ordinal Measurement scales. (2 marks)
  - (iii) Discrete and Continuous data. (2 marks)
  - (iv) Random sampling and Convenience sampling. (2 marks)
  - (v) Delimitation and Limitations in Research. (2 marks)

